

MARYLAND WAR OF 1812 BICENTENNIAL COMMISSION

Annual Report

November 1, 2014

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Submitted by the:

Maryland Department of Business & Economic Development's
Division of Tourism, Film, and the Arts

OVERVIEW



The replica Star-Spangled Banner was unfurled in the Maryland State House on Maryland Day, March 25, 2014 at the presentation of \$765,000 in matching Star-Spangled Banner 200 grants. The grants, supplemented by more than \$2.5 million in matching funds will support capital improvement, visitor experience, programming and education projects that expand economic development and tourism-related job creation throughout the State. Photograph by Jay Baker, Office of the Governor.

Created by Executive Order by Governor O'Malley in September 2007, the Maryland War of 1812 Bicentennial Commission (Commission) is charged with coordinating a multi-year initiative to commemorate the bicentennial of the Star-Spangled Banner and War of 1812. Its mission is to stimulate and coordinate investment in the commemoration of the bicentennial of the War of 1812 for maximum benefit to Marylanders.

From November 1, 2012 through October 31, 2014, the Commission has continued to carry out the goals and objectives outlined in its plan, *Star-Spangled 200: A National Bicentennial in Maryland*. The Commission's four programmatic goals - inclusion and Statewide participation, resource stewardship, education, and tourism and economic development – are at the core of its bicentennial planning and implementation.

In the past twelve months, the Commission has continued working with stakeholders Statewide to cultivate partnerships with local organizations at the county and regional level to stimulate bicentennial projects. Local planning groups are working in Anne Arundel County, Baltimore City, Baltimore County, the Eastern Shore (Caroline, Dorchester, Kent, Queen Anne's, Somerset, and Talbot Counties), Frederick County, Montgomery County, Prince George's County, Southern Maryland (Calvert, Charles and St. Mary's Counties), and the Upper Bay (Cecil and Harford Counties). In 2014, the Commission joined with the National Museum of American History and other organizations for bicentennial events for Washington, D.C. and Maryland.

With the establishment of the Commission's non-profit affiliate Star-Spangled 200, Inc. (SS200) in 2010, a major focus in 2014 continued to be fundraising. SS200 is leading the effort to raise a total of \$7 million

for the War of 1812 bicentennial in Maryland to supplement the \$8 million appropriated to the Commission over three years by the Maryland General Assembly, and \$3 million earned by the Commission through the sale of the Star-Spangled Banner Commemorative Coins, issued by the U.S. Mint. The anticipated use of the \$18 million in total funds over the bicentennial period is as follows:

- Up to \$5.5 million to provide matching grants to non-profit organizations and units of government for resource preservation, education, and community revitalization projects;
- Up to \$9.8 million for bicentennial programs and events; and
- Up to \$2.7 million for operating costs.

The Commission is comprised of 15 members appointed by the Governor and includes:

- Chair: Raymond A. “Chip” Mason, Founder, Legg Mason, Inc.
- Vice-Chair: U.S. Senator Paul S. Sarbanes
- Rushern Baker, County Executive, Prince George’s County
- Michael E. Busch, Speaker, Maryland House of Delegates
- Atwood “Woody” Collins III, President and COO, M&T Bank Mid-Atlantic
- T. Eloise Foster, Secretary, Maryland Department of Budget and Management
- Joseph Gill, Secretary, Maryland Department of Natural Resources
- Richard E. Hall, Secretary, Maryland Department of Planning
- Thomas V. Mike Miller, Jr., President, Maryland Senate
- Dominick Murray, Secretary, Maryland Department of Business and Economic Development
- J. Scott Plank, War Horse LLC
- Stephanie Rawlings-Blake, Mayor, Baltimore City
- Albert Small, President, Southern Engineering
- James T. Smith, Secretary, Maryland Department of Transportation
- J. Michael Schweder, President, AT&T Mid-Atlantic

Governor Martin O’Malley hosted the ninth meeting of the Maryland War of 1812 Bicentennial Commission on March 10, 2014 at the Government House in Annapolis. The group discussed updates to major projects in development, including the Star-Spangled Banner National Historic Trail, web-based animated battlefield maps, the Statewide Chesapeake Campaign of commemorative festivals, and the Star-Spangled Spectacular celebration. Commission members also approved the award of 15 Star-Spangled 200 project grants totaling \$765,000.

The tenth Commission meeting was hosted by War of 1812 Bicentennial Commission Chair Raymond “Chip” Mason on September 15, 2014 at the Legg Mason Tower in Baltimore. The agenda of the meeting included reports on the 2014 events of the Chesapeake Campaign and the culminating Star-Spangled Spectacular, the passing of a resolution for the Commission to work with Star Spangled 200, Inc. and the National Park Service to solidify the legacy of the bicentennial through the support of the Star-Spangled Banner National Historic Trail.



Events of the Star-Spangled Spectacular came to a crescendo on September 13th with two star-studded patriotic concert, remarks by Vice President Joe Biden and Governor Martin O'Malley, and extraordinary fireworks display over Fort McHenry and the Baltimore harbor, broadcast live on PBS' Great Performances nationwide, with capacity to reach more than 95% of American households. Photograph by Jay Baker

Below is a summary of the Commission's major accomplishments from November 1, 2013 through October 31, 2014, arranged by the Advisory Committee responsible for the action. At the September 15, 2014 meeting, the Commission pledged to advocate and leverage resources to support and enhance the Star-Spangled Banner National Historic Trail beyond the bicentennial commemoration period. The Commission resolved to support the efforts of the National Park Service Chesapeake Bay Office and Fort McHenry National Monument and Historic Shrine to solidify the legacy of the bicentennial through the Trail. The Commission further pledged to work with Star-Spangled 200, Inc. to secure funding for programming that empowers teachers and students along the trail to become ambassadors and stewards of its historical and cultural significance while fostering civic engagement, environmental literacy, and service learning.

DEVELOPMENT AND SPONSOR RELATIONS

The Development and Sponsor Relations Committee will ensure there is sufficient support and financial resources for the Commission and its partners to implement high priority activities and events.

• Governor's FY 2015 Budget

Governor O'Malley's budget for FY 2015 allocated \$2 million to bolster War of 1812 bicentennial activities Statewide. The Maryland General Assembly approved that amount in the 2014 legislative session, bringing the total State investment to \$8 million.

• Star-Spangled 200, Inc. – Sponsorship and Fundraising

As of September 30, 2014, Star-Spangled 200, Inc. had over \$6.5 million in private commitments. AT&T continues to lead the multi-year fundraising effort with *Presenting Sponsor* status, with Constellation Energy and Papa John's Pizza not far behind as *Founding Partners*. New corporate brands brought into the fold for Star-Spangled Spectacular included the Baltimore Ravens, Domino Sugar, Kaiser Permanente, Keolis, Luckie & Company (Drakes Cakes and Little Debbie), Questar, Under Armour, UnitedHealth Group, Veolia and Walmart for a total of \$500,000.

RESOURCE STEWARDSHIP AND VISITOR EXPERIENCE

The Resource Stewardship and Visitor Experience Committee will identify and assess the condition of the resource base; craft a future vision for the Star-Spangled visitor experience; identify investment priorities for resource stewardship and visitor experience; and ensure a robust post-bicentennial legacy.

• Star-Spangled 200 Grant Program

The Commission established a matching grant program for capital and non-capital projects related to the bicentennial observance. Nonprofit organizations and local, State and federal government agencies are eligible to apply for matching grants in an amount of up to \$250,000. The Commission opened its fifth and six (of six) grant rounds in the past year—the fifth in the fall of 2013, and the sixth in spring 2014. Eligible projects include: capital projects (site or property acquisition, development, restoration, pre-development, and archeology, in addition to design, fabrication and installation of permanent exhibits) and non-capital projects (planning, design, interpretation, programming and events). Appropriated State funds, surcharges from the U.S. Mint's sale of bicentennial commemorative coins and private contributions made to SS200 fund the program.



On March 25th, Maryland Day, Governor O'Malley presented \$765,000 in matching grants to fourteen Maryland non-profit and government entities in support of fifteen War of 1812 bicentennial projects. The grants, supplemented by more than \$2.5 million in matching funds will support capital improvement, visitor experience, programming and education projects that expand economic development and tourism-related job creation throughout the State. Photograph by Jay Baker, Office of the Governor.

For the fifth grant round, in the fall of 2013, 24 applications from 10 counties and Baltimore City were submitted requesting \$1,657,832 with total project costs of \$4,961,681. For the sixth grant round in spring 2014, 13 applications from 4 counties and Baltimore City were submitted requesting \$933,854 with total project costs of \$1,885,261.

At its meeting on March 10, 2014, the Commission approved round five matching grant awards to 15 grantees, for a total of \$765,000 in matching grants, reflected in the lists below. Grants included one capital project, six program and event projects, six visitor experience projects, and two educational projects. Grantees ranged from 12 non-profit organizations, two local governments, and one federal government unit, representing 10 counties, including Baltimore City, and 5 Statewide projects.

At its meeting on September 15, 2014, the Commission did not award any grants.

These awards brought the total of Star-Spangled 200 matching grant funds awarded by the Commission to over \$5,677,685 million for 75 projects.

• Star-Spangled Banner National Historic Trail

The Star-Spangled Banner National Historic Trail (STSP) commemorates the War of 1812 and its legacy in the Chesapeake region. STSP is a 560-mile land and water route that reflects the history of the War of 1812 in the Chesapeake Bay region. It connects historic sites in Maryland, Virginia and Washington, D.C., and traces American and British troop movements during the war. STSP commemorates the events leading up to the Battle of Baltimore, the aftermath of which inspired Francis Scott Key to write our National Anthem. Established by Congress in 2008, the trail is one of 19 national historic trails administered by the National Park Service (NPS), in coordination with the Maryland Office of Tourism Development and Maryland State Highway Administration, and is one of 30 trails in the National Trails System.

NPS, in cooperation with State government, local jurisdictions and nonprofit organizations, is working to preserve and develop sites and places along the trail to provide interpretation of the causes, events, and outcomes of the War and improve water access and recreation opportunities for visitors and residents. Investments in the trail by the Commission may be the most significant legacy of the bicentennial.

In 2014, the Star-Spangled Banner National Historic Trail has been marked by the Maryland State Highway Administration with 147 markers and 104 waist-high interpretive waysides are in place. A new NPS uni-grid brochure lists the interpretive signs throughout the region. The signage is companioned with projects led and funded by Commission, including Maryland Public Television's production, "War of 1812 on the Chesapeake: Home of the Brave," and the book *In Full Glory Reflected: Discovering the War of 1812 in the Chesapeake*, which serve as both historic context and travel guide. In addition in 2014, a travel guide, available in print and online, to the Star-Spangled Banner National Historic Trail was created and produced by the Maryland Office of Tourism.



In addition, further signage for the Star-Spangled Banner National Historic Trail includes:

- 23 interpretive signs in Bladensburg, funded through a Scenic Byway grant
- 10 interpretive signs in Havre de Grace, funded in part by a NPS Chesapeake Gateway grant
- 12 interpretive signs in Queen Anne's County, funded in part by a Star-Spangled 200 grant
- 2 I-95 Welcome Center interpretive waysides
- 24 interpretive signs in Washington, DC and Virginia

On December 11, 2013 National Park Service Chesapeake Bay Office Superintendent Chuck Hunt convened a first ever joint meeting of the advisory councils of the Captain John Smith and Star-Spangled Banner National Historic Trails. More than 40 of the region's leaders in the conservation and development of the natural, recreational, and cultural resources of the six-state Chesapeake Bay watershed came together to discuss the state of the trails, to address needs and gaps in developing and managing the trails, and to make specific pledges to advance the trails over the next two years. Each council member is appointed by the Secretary of the Interior for a two-year term to their respective council. During 2014, there was one other meeting of the joint advisory councils, as well as several meetings of the Star-Spangled Banner National Historic Trail Advisory Council.



The Star-Spangled Banner National Historic Trail Advisory Council meeting at Jefferson Patterson Park and Museum, July 2014.

• **Family of Flagmakers: The Women Who Created the Star-Spangled Banner Exhibit Opens**



The Star-Spangled Banner Flag House's new permanent exhibit, *Family of Flagmakers: The Women Who Created the Star Spangled Banner*, opened to the public on February 12, 2014. The exhibit was assisted by a \$150,000 Star-Spangled 200 matching grant from the Commission.

Family of Flagmakers tells the story of Mary Pickersgill, the woman who created the Star-Spangled Banner, her family and her household. It is the first exhibit in history to focus on this exceptional woman's life and her incredible achievement: the creation of the flag that inspired the beloved American National Anthem. The exhibit invites visitors to experience different aspects of Mary's life and the events surrounding the creation of her famous flag. It features many one-of-a-kind objects from the Flag House collection: the original receipt for the Star-Spangled Banner, on display for the first time in

decades; the Lightner drum, carried by drummer boy Henry Lightner, who sounded the alarm when the British attacked Fort McHenry; and original fragments of the Star-Spangled Banner, cut from the awe-inspiring 30 x 42 foot flag.

• High Tech Meets History



Maryland Governor Martin O'Malley along with the Maryland War of 1812 Bicentennial Commission and Star-Spangled 200, Inc. unveiled on February 18, 2014 two new web-based resources that will bring the story of our national anthem and the battles that inspired its writing to life. The organizations partnered with the Maryland Office of Tourism Development, National Park Service, and award-winning interactive firm Alexander + Tom, Inc. to design and develop KeyCam and the War of 1812 Interactive Battlefield Maps, two interactive experiences whose purpose is to promote, educate, and inform a wide audience about Francis Scott Key, significant War of 1812 battles in the Chesapeake region, and the 200th anniversary of the writing of the Star-Spangled Banner.

Bringing Fort McHenry National Monument and Historic Shrine to computer, tablet and mobile devices around the world www.KeyCam.com is anchored by four advanced web cams with their sights fixed on Fort McHenry in Baltimore. With project management by the Maryland State Arts Council's Maryland Commission on Public Art, KeyCam is designed to give viewers the same sight-line to Fort McHenry that Francis Scott Key had 200 years ago during the Battle of Baltimore, a view that inspired him to write the words, "O say can you see," that would become our national anthem. Additional features include an interactive image gallery allowing users to upload their own inspiring photographs and other digital media.

The website, www.1812battles.com, features cutting-edge animated maps to illustrate Maryland's unique contributions to the defense and heritage of the nation during four significant battles of the War of 1812 in the Chesapeake: the Battles of St. Leonard Creek, the Battle of Bladensburg, the Battle of North Point and the Battle of Baltimore. Each map provides an historical context of the battle, in addition to beautiful images, artwork, and video highlighting the history of each battle. Users can experience the battles in the Chesapeake Bay landscape as it was during the War of 1812 or toggle to the modern landscape of 2014.

• **For Whom It Stands: The Flag and the American People Exhibit Named USA Today Must-See**



For Whom It Stands: The Flag and the American People, opened at the Reginald F. Lewis Museum in May. The exhibit explores the U.S. flag and the diversity of Americans for whom the flag stands, as represented through artwork and artifacts. Inspired by Grace Wisher, the 13-year old African American girl who contributed to the creation of the Star-Spangled Banner as an indentured servant in Mary Pickersgill's household, the exhibition is on view May 17, 2014 - February 28, 2015, in conjunction with the 200th anniversary of the Star-Spangled Banner. *USA Today* named the exhibition in its "Top 10 Must-See Exhibits this Summer." Funding for this project was provided in part by the Commission.

• **New Historic Marker for Brigadier General Leonard Covington**



Senate President Thomas V. Mike Miller, Jr., Prince George's County Executive Rushern L. Baker III, Maryland Historical Trust representative Nancy Kurtz, President of the Ella Virginia Houck Holloway Chapter Daughters of the War of 1812 Connie Uy, and War of 1812 Historian Ralph Eshelman. Photograph by Michael Yourishin.

In August, Maryland Senate President Thomas V. Mike Miller, Jr. was joined by Prince George's County Executive Rushern L. Baker III to honor Aquasco native and War of 1812 hero Brigadier General Leonard Covington by unveiling a new historic marker. Mortally wounded at the Battle of Crysler's Farm, Ontario,

this Marylander has over 21 American cities, towns, and counties named for him, but until then did not have a monument in his home state.

• Battle of Bladensburg Monument Dedicated



Photograph by Ralph Eshelman

The Battle of Bladensburg Monument located in Balloon Park in Bladensburg, on the site of the 1814 battle, was finished and dedicated on August 23, 2014. Funding for this project was provided in part by the Commission.

This monument will serve as a tribute to the soldiers, sailors and marines who fought and died defending the nation's capital on August 24, 1814. The memorial presents Commodore Joshua Barney, not in a moment of triumph, but shortly after he is wounded. He is being assisted by Charles Ball, a former slave and member of the flotilla who fought alongside Barney at Bladensburg. The other figure represents a member of the Marines. All three figures are looking up, "undaunted," with their weapons at the ready.

• Fort McHenry Boat Tour: A Star-Spangled Experience

Visitors had a second summer of discovering what Francis Scott Key experienced when he wrote "bombs bursting in air" and the "rockets' red glare" in the beloved Star-Spangled Banner. The second summer for the "Fort McHenry Boat Tour: A Star-Spangled Experience," a 45-minute narrated tour, saw an improved sound system and an extended schedule. Tours operated daily from May 24th through September 16th. Funding for this project was provided in part by the Commission.

The "Fort McHenry Boat Tour: A Star-Spangled Experience" is a lively, narrated audio tour on-board a special Water Taxi vessel and was created in partnership with the Friends of Fort McHenry, Baltimore Water Taxi, Fort McHenry National Monument & Historic Shrine and Living Classrooms Foundation and is supported by a grant from the Commission's Star-Spangled 200 Grant Fund.



• Baltimore County Improves 1812 Resources



Dundalk's Battle Acre Park received some much-needed love in preparation for the September bicentennial celebrations. The park was cleaned-up, fence repaired, sidewalk installed, and a mural painted on a building adjacent to the park.

Key historic sites in Baltimore County associated with the Battle of North Point received some much-needed attention this year. The county secured funding from a variety of sources to make improvements. Top-priority sites are not only central to the County's 1812 story, they are destinations on the Star-Spangled Banner National Historic Trail. They are not just historic sites, but highly visible, well-known properties woven into the fabric of active communities. Their condition and viability influences the quality of life of their communities.

The County's Department of Planning received a \$100,000 grant award to improve Battle Acre Park. The funding from the Maryland War of 1812 Bicentennial Commission was matched with \$100,000 in Community Development Block Grant funds put forward by the Department. Battle Acre Park preserves one acre of the land upon which the Battle of North Point was fought. It was donated in 1839 by a local landowner to serve as a commemorative space in which the public can reflect upon the event and remember the soldiers who fought, including 24 Americans who died.



Baltimore County announced in April that it had been awarded a \$100,000 grant from the State of Maryland to install sidewalks in Dundalk's War of 1812 Battlefield District. The grant from the Maryland Department of Housing and Community Development, via the State's Community Legacy program, funded sidewalks on North Point and Vulcan Roads adjacent to North Point State Battlefield. In total 1,062 feet of sidewalk were constructed.

Another preserved piece of the battlefield that lies only 300 feet from Battle Acre, North Point State Battlefield, was improved. The FY 2014 Maryland capital budget included \$500,000 for improving this parcel. The Maryland Department of Natural Resources and the National Park Service collaborated on the final design plan for North Point State Battlefield.

• **Star-Spangled Banner Bicentennial Living Flag**



Photo by Greg Pease, courtesy of the Friends of Fort McHenry

On September 9th more than 6,600 Maryland students and their chaperones created the largest ever 15-star and 15-stripe Star-Spangled Banner Living Flag at Fort McHenry National Monument & Historic Shrine in Baltimore. In 1914, Fort McHenry saw the creation of a Living Flag by 6,500 participants in honor of the Centennial.

The enormous undertaking was a cooperative effort between the National Park Service and the Friends of Fort McHenry as part of the 200th anniversary celebration of The Star-Spangled Banner. The event was webcast live on YouTube, and students from around the country participated in the festivities via a live distance learning event. The distance learning program will be available for on-demand viewing at www.starspangledbannerlivingflag.org.

The Star-Spangled Banner Living Flag was a legacy from the centennial celebration, when Fort McHenry saw the creation of the great “Human Flag of 1914.” The event included Myrtle Sanders, who was part of the 1914 flag as a three-month-old infant, as well as several descendants of participants from 1914.

By the Numbers:

- Number of participants registered: 6,609
- Grades of the students participating: 4th through 8th grades
- Number of schools participating: 56 schools from across Maryland
- Number of buses providing transportation: 133
- Number of schools walking: 2
- Number of schools traveling via water taxi: 1
- Size of completed flag: 50,384 sq ft (188 feet x 268 feet)

Funding for this project was provided in part by the Commission.

• **Applications for Star-Spangled 200 Grants – Capital and Visitor Experience Projects**

During the two most recent grant cycles in fall 2013 and spring 2014, a total of seven applications were awarded Star-Spangled 200 matching grants for capital and visitor experience projects:

Visitor Experience Projects Awarded Grants Rounds 5

- Create Living American Flag and Enhance Elements of Public Programing, Living Classrooms Foundation, \$150,000
- Fort McHenry Boat Tour Sound System Installation and Operations Support, \$22,500
- Certified Tourism Ambassador and Guide Training Program for Maryland along the Star-Spangled Banner National Historic Trail, \$90,000
- Interpretive Package for Broad Creek/Fort Washington Area, \$20,000
- Digital Preservation and Geomorphic History of 1812 Earthen Forts on the Maryland Eastern Shore, \$ 20,000
- Maryland Museum of Military History War of 1812 Bicentennial Commemoration Project, \$70,000

Capital Projects Awarded Grants Rounds 5

- Patterson Park Star-Spangled Programs and Projects, \$100,000

EDUCATION AND CURRICULUM

The Education and Curriculum Committee will ensure the development of a model social studies curriculum specifically on the War of 1812, its impact on Maryland, and the diverse peoples who fought, supported and participated in the defense of the state and the nation.

• War of 1812 Educational Opportunities Abound in Maryland



Students doing a flag talk with a National Park Service ranger during field trip to Privateer Weekend in Fell's Point.

Many bicentennial activities were planned in Maryland in 2014 for the K-12 audience in virtual and non-virtual formats. Governor Martin O'Malley and State Superintendent of Schools Lillian M. Lowery sent a letter in May to all Maryland educators outlining some of the educational opportunities available to schools, teachers, and students highlighting the significant events that occurred in Maryland during the War of 1812. The letter encouraged participation by:

- Visiting Fort McHenry National Monument and Historic Shrine, especially to be a part of the Bicentennial Living American Flag on September 9, 2014.
- Discovering War of 1812 sites along the Star-Spangled Banner National Historic Trail in Maryland, Washington DC, and Virginia aided by the Chesapeake Explorer mobile app or printed guide, *In Full Glory Reflected: Discovering the War of 1812 in the Chesapeake*.

- Scheduling a trip for free tours of international tall ships and Navy vessels during Star-Spangled Spectacular in Baltimore, September 11-15.
- Exploring Maryland Public Television's (MPT) War of 1812 website, on Thinkport, for ample, engaging, internet-based home and classroom resources, including Interactive Battlefield Maps.
- Screening the Emmy award winning MPT-produced film, *The War of 1812 on the Chesapeake; Home of the Brave*.
- Participating in the Maryland State Arts Council's National Anthem Sing-Off, or the Maryland Humanities Council's Maryland History Day/National History Day.

• **Star-Spangled 200 Presents Awards at History Day**

Congratulations to all the students who advanced to the State round of the National History Day competition held at University of Maryland Baltimore County on May 3. A special War of 1812 Bicentennial Commission congratulations to sixth graders Michelle Seaberg, Imani Humphreys-Torres and Lucy Hubbard who received an award from The National Capitol Commandery of the Naval Order of the United States for their group performance "A Comparison of the British and American Perspectives of The War of 1812 from the Home Front."



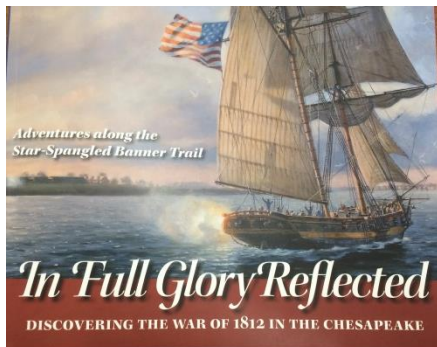
Hannah Tsay won the Star Spangled 200 Special Prize at the National History Day competition in College Park, Maryland. Hannah's project, at the junior individual level, was a website entitled "Dave Brubeck: Jazz for Human Rights." In her project Hannah says she



"explored how the jazz pianist Dave Brubeck not only stretched artistic rights for musicians, but also did much more than that, assuming a life-long responsibility to fight for civil, religious, and human rights." The Star Spangled 200 Special Prize, sponsored by the Maryland War of 1812 Bicentennial Commission, was awarded to an outstanding entry in any category and from either division that incorporated one or more of the Commission's four themes: courage, unity in diversity, inspiration or preparedness.

Students enter their final projects, ranging from exhibits, performances, documentaries, websites or papers, into a statewide competition that includes individual and group classification for both middle and high school levels.

• **In Full Glory Reflected in Every Maryland School!**



In September, *In Full Glory Reflected: Discovering the War of 1812 in the Chesapeake* was delivered to every public and private school in the state of Maryland, thanks to a generous donation by the George S. Rich Family Foundation. The book, co-authored by Burt Kummerow and Ralph Eshelman, was funded by the Commission in partnership with the Maryland Office of Tourism, the National Park Service, and friends and family of Patricia Kummerow. *In Full Glory Reflected* allows readers to visualize the stories of the heroic defense of the Chesapeake through illustrations and maps. In addition, the book includes a travel guide for those who want to explore all of the Chesapeake Campaign activities for themselves.

• Applications for Star-Spangled 200 Grants – Education and Curriculum Projects

During the two most recent grant cycles in fall 2012 and spring 2013, a total of four applications were awarded Star-Spangled 200 matching grants for education and curriculum projects:

Education and Curriculum Projects Awarded Grant Round 5

- Finding Freedom: Education Outreach on the African American Experience During the War of 1812 in Maryland, Friends of the Maryland State Archives, \$75,000
Star-Spangled Virtual Education Experience, Maryland Public Broadcasting Commission, \$15,000

PROGRAMS AND EVENTS

The Programs and Events Committee will ensure the development of a full range of activities during the bicentennial period to animate the significant sites as well as to reinforce the vision, mission, goals and thematic messages of the bicentennial in Maryland.



• O'Say Can You Sing? Maryland National Anthem Singing Contest

In partnership with Star-Spangled 200, the Maryland State Arts Council (MSAC) held a Star-Spangled Sing-Off, a Statewide singing contest in honor of the 200th anniversary of our National Anthem. Maryland residents of all ages were invited to participate in the sing-off by recording their solo performance of "The Star-Spangled Banner," posting it to YouTube and entering the contest, which ran Tuesday, April 15, 2014 - Sunday, May 25, 2014.

A judging panel comprised of MSAC staff, music educators and professional musicians selected up to five submissions. The judges' selections were posted online at msac.org for a public vote. The performance that received the most public votes by Sunday, June 15, 2014 was declared the winner and received the top prize:

- Cash award of \$1,814
- The opportunity to perform at one (1) or more public events during Star-Spangled Spectacular, September 10-16, 2104 in Baltimore
- Four (4) tickets to VIP seating at the Star-Spangled Airshow
- Overnight (1) accommodations in Baltimore for an event of Star-Spangled Spectacular
- Governor's Citation



Rolando Sanz, a Bethesda-based opera singer who has twice performed the Anthem at Camden Yards for the Opening Day Ceremony, received the most votes in the online contest. "Many thousands of votes were cast and we are thrilled to present three high-caliber Maryland vocalists that were chosen by Marylanders. We thank those who entered the contest, and the many who voted as well," said Hannah Byron, Assistant Secretary, Division of Tourism,

Film and the Arts at the Maryland Department of Business and Economic Development.

• **Star-Spangled Banner National Historic Trail Ribbon Cutting**



On June 5th Governor Martin O'Malley was at the Bladensburg Waterfront Park to officially cut the ribbon on the Star-Spangled Banner National Historic Trail to coincide with the beginning of Maryland's Chesapeake Campaign. The Governor was joined by Rushern J. Baker III, Prince George's County Executive; Elizabeth Hewlett, The Maryland-National Capital Park & Planning Commission; Jim Foster, Anacostia Watershed Society; Donna Edwards, Congresswoman, 4th District; Christina Goldfuss, National Park Service; Sadara Barrow, Mayor, Colmar Manor; Richard Cote, Commissioner of Ward 1, Cottage City and the Fort McHenry Fife and Drum Corps.

• **Governor Speaks at the National Museum of American History on Flag Day**



Photograph courtesy of Jay Baker

On Flag Day, June 14, Governor Martin O'Malley was one of the featured speakers at Raise it Up: Anthem for America at the Smithsonian Institution's National Museum of American History. Governor O'Malley, Maryland Historical Society President Burt Kummerow and Smithsonian Secretary G. Wayne Clough are flanked by Smithsonian officials as they cut the ribbon for the new exhibit uniting Francis Scott Key's original manuscript with Mary Pickersgill's Star-Spangled Banner.

• **IMAX Film Premier in Baltimore—"Star-Spangled Banner: Anthem of Liberty"**



Bayley Silleck, producer/director Blue Mountain Film Associates, Inc.; Prentiss Clark; Margy Clark; Charlie Barnett, music composer; Meg Guroff; Dave Clark, producer/director David Clark Inc.; Jim O'Leary, executive producer, Maryland Science Center

"Star-Spangled Banner: Anthem of Liberty" premiered on the big screen Friday, June 13, just in time for Flag Day. Filmmakers, cast, crew, and well-wishers attended a reception and first showing of the action-packed film. The 25-minute film played at the Maryland Science Center for the entire Star-Spangled Summer.

Production was painstaking and the weather inclement. The crew shot during the coldest days of winter depicting the rainy but milder September of 200 years ago. Many of Maryland's talented craftspeople took part in the production. Fort McHenry played itself beautifully. The *Pride of Baltimore II* was a perfect period set. The film is expected to air nationally in a number of IMAX equipped theatres. Actor Sam Waterston is the narrator. Funding for this project has been provided in part by the Maryland War of 1812 Bicentennial Commission.

• **2014 Chesapeake Campaign**

Dozens of Maryland communities around the Chesapeake Bay share a national story of triumph, which began in April 1813 when the British began their assault at the head of the Bay and climaxed in September 1814, shortly after the burning of the nation's capital, with the dramatic, successful defense of Baltimore at Fort McHenry. The story of Maryland's involvement during the War of 1812 was celebrated in 2013 and 2014 during the Chesapeake Campaign, an eighteen-month traveling festival featuring re-enactors, hands-on educational activities, living history performances, food, drink and interactive fun along the Star-Spangled Banner National Historic Trail.

Events began spring 2013 and continued through late summer 2014, culminating with the Star-Spangled Spectacular in Baltimore, September 10-16, 2014. Events which took place spring and summer 2014 commemorated battles and skirmishes that occurred throughout the region during 1814. All of the events in the Chesapeake Campaign were assisted with funding from the Commission's Star-Spangled 200 grant fund. The events in 2014 included:

Raiders and Invaders Weekend—Leonardtown:



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"The Star-Spangled Banner" sung as it was originally composed at the Opening Ceremonies for the Raiders and Invaders Weekend.

The 2014 kick-off to Maryland's Chesapeake Campaign summer of War of 1812-related events took place in Leonardtown on June 6 and 7, with a County-wide component on June 8. Estimated attendance in Leonardtown was 6,500 over the weekend. Volunteers provided over 1,000 hours of service. Twenty-one local businesses were involved in the event as food or merchandise vendors, service providers or direct participants on Friday, Saturday or Sunday, and 57 Southern Maryland organizations and performers performed, demonstrated, exhibited or in some way participated in the event. Best of all—county hotel occupancy for Friday, June 6 was 54.45% greater than the same weekend in 2013 and occupancy on Saturday, June 7 was 40.2 % greater.

Battle of St. Leonard Creek:



Photograph by Tim Toth
The *Pride of Baltimore II* impersonating a British warship for the Battle of St. Leonard Creek re-enactment.

On the weekend of June 21 and 22, the Calvert Marine Museum and Jefferson Patterson Park and Museum hosted 6,700 visitors to the area to commemorate the Battle of St. Leonard Creek, the largest

naval engagement in Maryland's history. The Calvert Marine Museum enlisted four tall ships to visit which were open to the public on Saturday, while Jefferson Patterson Park and Museum produced a fabulous two-day 1812 Fair and Re-enactment with re-enactor encampments, skirmishes and living history. The event also featured period dance lessons, spinning, weaving, hands-on sewing, knot tying, blacksmith demonstrations, children's games, a tightrope walker, an 1800s fashion talk and more. There were several landside re-enactments, but the highlight of the weekend was the on-the-water re-enactment of the Battle of St. Leonard Creek.

Battle of Bladensburg—Bladensburg:



The rain that poured down Saturday on Bladensburg Waterfront Park could not soak the enthusiasm of the crowds who brought their ponchos, umbrellas and thirst for history to a festival marking the 200th anniversary of the Battle of Bladensburg. The “Undaunted Weekend: Battle of Bladensburg” event featured music, theater, food and costumed re-enactors plying 19th century trades such as spinning wool and weaving chair seats out of cattail leaves. The main attraction on Saturday was a re-enactment of the Battle of Bladensburg, which took place Aug. 24, 1814, before British troops marched into Washington, D.C., and set fire to the White House, the U.S. Capitol and other buildings. The attendance for the event is estimated at about 2,500 people.



President James Madison, County Executive Ike Leggett as Attorney General Benjamin Rush, event chair Sandy Heiler, 1812 Commission member Senator Paul Sarbanes and his son Congressman Paul Sarbanes. Photograph by Bill Pencek

United States Capital for a Day—Brookeville:

Brookeville outdid itself when its year of various commemoration events culminated on August 30–31, 2014. Brookeville recreated the life and spirit of August 1814 with living historians playing the roles of local scientists, engineers, teachers, tradesmen, and craftspeople. Costumed volunteers and horses re-enacted the extraordinary events of late August 1814, including the arrival of President Madison guarded by 20 mounted militiamen. On Saturday evening, the town welcomed visitors with a period dinner and musical entertainment. On Sunday, Brookeville held a 200-year family reunion for descendants of those townspeople and refugees who were there in 1814. Estimated attendance for the two-day event is 10,000 visitors.

Battle of Caulk's Field—Chestertown and Fairlee:



Crowd at Caulk's Field watching the battle re-enactment. Photograph by Heather Ersts

The 200th commemorative re-enactment, on the very ground that American militiamen and British Royal Marines and sailors fought in the early morning hours of August 31, 1814, was an amazing weekend celebration for Kent County. The main day was Sunday, August 31st, at Caulk's Field, with live music, food, American and British encampments, living history, vendors, period demonstrations, formal military ceremony, performances by the Fort McHenry Guard Fife and Drum Corps and the 229th Maryland National Guard Army Band. The audience for the two-day event is estimated to be 7,000 visitors.

Battle of North Point:



Photograph by Heather Ersts

The Defenders Day event, which takes place annually at Fort Howard in Baltimore County, is a commemorative event and reenactment exhibiting the role Baltimore County played in the War of 1812. Saturday and Sunday, September 6th and 7th, were full of music, living history presentations, exhibitors, and incredible re-enactments. This year, the third day of festivities offered the public a free concert, military ceremony, and fireworks.

Star-Spangled Spectacular:



View of Baltimore's Inner Harbor during the Star-Spangled Spectacular fireworks show. Photograph by Brenda Dann



Star-Spangled Spectacular was a free festival from September 10th through 16th that celebrated the 200th anniversary of our National Anthem. Tall ships, Navy ships and the Blue Angels came to Baltimore's famed Inner Harbor to celebrate The Star-Spangled Banner. Landside festivals included living history demonstrations, a family fun zone, live musical performances, and Chesapeake food and beverage.

Events came to a crescendo on September 13th with two star-studded patriotic concerts and extraordinary fireworks display over Fort McHenry and the Baltimore harbor, broadcast live on PBS' *Great Performances* nationwide, with capacity to reach more than 90% of American households.

The President of the United States Barack Obama visited Fort McHenry on Friday, September 12th and Vice-President Joe Biden joined Maryland Governor Martin O'Malley for the concert and fireworks at Fort McHenry on Saturday night.

The detailed economic impact report for all the Chesapeake Campaign and Star-Spangled Spectacular events will be complete in November 2014.



By Dawn's Early Light ceremony at Fort McHenry the morning of September 14th at 9:00 am, exactly 200 years after Francis Scott Key saw the Star-Spangled Banner and was inspired to write the words that would become our national anthem. Photograph by André Chung

• **Applications for Star-Spangled 200 Grants – Programs and Events**

During the two most recent grant cycles in fall 2013 and spring 2014, a total of six applications were awarded Star-Spangled 200 matching grants for program and events projects:

Programs and Events Awarded Grant Round 5

- Defenders Day at North Point, Dundalk Patapsco Neck Historical Society, Baltimore, \$35,000
- Raiders and Invaders Weekend, Town of Leonardtown, \$19,000
- The Battle of Caulk's Field Bicentennial, County Commissioners of Kent County, \$30,000
- Inspiring Pride on the Chesapeake, Pride of Baltimore, \$125,000
- Inspiring Engagement: Expanded Audiences for the Star-Spangled 200, Reginald F. Lewis Museum of Maryland African American History and Culture, \$22,500
- War of 1812 Bicentennial Commemorative Committee, Somerset County Historical Society, \$6,000

TRANSPORTATION AND CAPITAL INFRASTRUCTURE

The Transportation and Capital Infrastructure Committee will work with the Resource Stewardship and Visitor Experience Committee to help realize the desired visitor experience.

• Town of Benedict



New Benedict Waterfront, August 2014

In June, the Town of Benedict had a ground-breaking ceremony to mark the start of improvements to Benedict's waterfront, which were completed in time for the Labor Day bicentennial celebrations. Improvements included a new waterfront boardwalk and landscaping. Funding for this project was provided in part by the Commission.

COMMUNICATIONS AND MARKETING

The Communications and Marketing Committee will promote Maryland's War of 1812 bicentennial celebration nationally and internationally and provide leadership for and coordinate efforts with other groups and partners.

• Governor Martin O'Malley at Press Events



The schedule for Star-Spangled Summer 2014 was announced in two phases. The first phase of the announcement was at a press conference in Baltimore on January 10th and the second to the journalists and editors of top-notch media outlets in New York on January 13th. Governor O'Malley traveled to New

York to announce the schedule, while Baltimore Mayor Stephanie Rawlings-Blake did the announcement in Baltimore. Some of the media represented at the New York event included: TravelMom; *Travel and Leisure*; *New York Times*; *Ladies Home Journal* and *Parent*.

On May 13th Governor O'Malley spoke at a National Press Club luncheon about the War of 1812, its place in the nation's history, and how the State of Maryland is celebrating the bicentennial. He told how Baltimoreans, of all classes, banded together and saved the nation, as the White House lay in ashes and all hope seemed lost. And how Francis Scott Key was so moved after the Battle of Baltimore, he penned the words that would become our national anthem. Governor O'Malley gave details about all of the summer's Chesapeake Campaign events, details about Baltimore's Star-Spangled Spectacular celebration, and the 200th anniversary of our nation's anthem.

• Maryland Kicks Off Star-Spangled Summer with Selfie Photo Contest



To celebrate Maryland's Star-Spangled Summer, during which multiple events were held throughout the state to mark the 200th Anniversary of the writing of the National Anthem, the Maryland Office of Tourism launched the Star-Spangled Selfie contest. Users were invited to pose for selfies in select locations and post them to social media channels using the hashtag #starspangledselfie for multiple chances to win prizes including VIP treatment during the Star-Spangled Spectacular Blue Angels Air Show. To qualify, participants must have posed for their selfies at one of the following: in front of an American flag; at a War of 1812 icon such as Fort McHenry or other sites along the Star-Spangled Banner National Historic Trail; or with one of the Star-Spangled advertisements recently unveiled at Union Station in Washington, D.C.

• Maryland Marketing Messages Invade D.C.

In June, the Maryland Office of Tourism launched an out-of-home marketing campaign to promote Star-Spangled Spectacular, the Chesapeake Campaign summer events leading up to it and the Star-Spangled Banner National Historic Trail.

The campaign's objective was to leverage the Smithsonian "union" of the Star-Spangled Banner (flag) and the original manuscript of the National Anthem to remind Washington residents and visitors of the role Maryland played in saving the nation 200 years ago – and to invite them to visit Maryland during this Star-Spangled Summer. The target audience included Maryland's number one feeder market – Washington, D.C. – as well as Smithsonian visitors who may be coming to view the "union."



The campaign dominated Union Station's Metro Station with a total of 46 escalator banners, floor banners, station wall units and four-sided kiosks. Other Washington, D.C. locations included the Smithsonian Metro Station and bus shelters surrounding the National Museum of American History.

• **Spectacular TV Ad Airing Across the Mid-Atlantic Region**



An old-time phonograph begins playing the first notes of the National Anthem, which then brings to life a tapestry of Star-Spangled Spectacular events in an animated TV commercial that ran in regional markets. The 30-second TV spot announced the Star-Spangled Spectacular (Sept. 10-16) and highlighted the celebration's many events, including U.S. Navy Blue Angels, tall ships and naval vessels, musical performances and fireworks.

The Maryland Office of Tourism bought TV time in its top feeder markets: Baltimore, Philadelphia and Washington, D.C. Visit Baltimore purchased time in Harrisburg/Lancaster/Lebanon/York, PA and northern New Jersey.

• **The Needle has Moved!**

Given all of the commemorative events in Maryland and the marketing and communications efforts of the Commission, Star-Spangled 200, Inc. the Maryland Office of Tourism Development, and all of our Official Partners, the vision of the bicentennial as a one-time chance to elevate Maryland globally is being realized. Omnibus surveys were conducted in 2009 and 2013, and again in 2014, just after the Star-Spangled Spectacular.

- 39% of the U.S. population now correctly associates "The Star-Spangled Banner" with Baltimore or the region, significantly higher than the 31% in 2013 and 25% in 2009.
- 38% of the U.S. population now correctly associates "The Star-Spangled Banner" with the time frame or events of the War of 1812, significantly higher than the 27% who did so in the 2013 survey and the 25% who did so in the 2009 survey.

These numbers are of huge importance for Baltimore and Maryland, as they would be for any history-rich community seeking to generate positive impressions, enhance appreciation and stewardship of cultural heritage and stimulate cultural tourism—stated goals of the Commission.

• **Official Partners Program**

The Maryland War of 1812 Bicentennial Commission and Star-Spangled 200, Inc. now welcomes a total of more than 100 organizations as Star-Spangled 200 Official Partners in Maryland's bicentennial commemoration. Official Partners include nonprofits and government (federal, state and local) agencies. Official Partners have



an integral role in raising awareness of Maryland's historical ties to the war. These organizations support the educational, stewardship, and economic development goals of the commemoration. They disseminate information about the bicentennial to members and constituents, and host or sponsor bicentennial events and programs. Partner benefits include use of the official Star-Spangled 200 logo; listings on the Commission and Star-Spangled 200, Inc. websites, promotional materials and announcements; and recognition at events and programs when appropriate.

• Earned Media

Maryland's many bicentennial commemoration activities contributed to substantial earned media. Media, as of July 31, 2014, earned since June 2010 when the Star-Spangled license plate was revealed has generated:

- \$36,553,349 in advertising equivalency
- 735,534,757 in impressions
- 4,644 placements

• Social Media (as of September 2014)

There was a very concerted effort in the last year to increase the number and quality of social media posts related to the Chesapeake Campaign, Star-Spangled Spectacular, and related programs, such as the Star-Spangled Summer civic engagement campaign.

During the Star-Spangled Spectacular event itself, social media became even more critical communication tools. Spectacular's social media had three goals:

- Real-time customer service
- Amplify positive messaging
- Serve as an early-warning system

All three of these goals were accomplished through the establishment of the Social Media Command Center (SMCC), led by a hired contractor and staffed by a team of volunteers.

September 2014: 11,398 Facebook fans compared to 3, 883 Facebook fans in September 2013.

September 2014: 3,660 Twitter followers compared to 1,1142 Twitter followers in September 2013.

• WYPR's "Your Maryland" Series

The WYPR program "Your Maryland" with War of 1812 topics, assisted by the Maryland War of 1812 Bicentennial Commission, re-ran in 2014 throughout the summer.

"Your Maryland," a program highlighting human interest stories from Maryland's past, produced a series of programs on the history and culture of the War of 1812 in Maryland in 2013. Included in this collection are examples of men and women standing up in the face of long odds, of humor, and irrepressible spirit, as well as telling the stories of bloodlust and betrayal. Bicentennial-themed stories on Your Maryland have included:

April 24, 2014 "The Scourge of the Chesapeake" (Admiral Alexander Cockburn, burning of Georgetown)

May 1, 2014 "The Burning of Havre de Grace"

June 12, 2014 "The Most Hated Man in Maryland" (Federalist editor Alexander Contee Hanson)

June 19, 2014 "The Flotillamen" Joshua Barney's Chesapeake Flotilla

July 31, 2014 "The Chasseur" (1812 privateer Thomas Boyle)

August 21, 2014 "Joshua Barney" (Battle of Bladensburg)

August 28, 2014 "A Frolic with the Yankees" (Caulk's Field)

September 4, 2014 "The Cool Hand and the Hothead" (Burning of Washington & death of General Ross)

September 11, 2014 "The Defenders" (Fort McHenry)

September 18, 2014 "Anacreon in Heaven" (Key's poem becomes the nation anthem)

• **Star-Spangled Banner Wrapped Bus Hits the Road All Year**



Rich Gilbert, sales manager, Maryland Office of Tourism and nearly 60 partners went to the American Bus Association Marketplace in Nashville in January with the Star-Spangled Banner National Historic Trail and Star-Spangled Spectacular wrapped bus.

The State's traveling billboard wrapped to promote 2014's Star-Spangled Spectacular, which celebrates the anniversary of the National Anthem, and the Star-Spangled Banner National Historic Trail, has been traveling I-95 all year and making some special appearances.

OPERATIONS AND MANAGEMENT

The Operations and Management Committee will ensure sufficient human and financial resources for the Commission and its Committees to function to accomplish its vision, mission and goals.

• **Staffing Plan**

In February, the Maryland War of 1812 Bicentennial Commission welcomed new Outreach and Partnership Coordinator Heather Ersts. Her career has included positions as Vice President of Museum Collections and Interpretation at Historic Annapolis, Inc.; Education Director at the Annapolis Maritime Museum; and Assistant Exhibition Designer and Coordinator at Charles Mack Design, as well as curatorial and exhibition work at the Maryland Historical Society. She grew up in Queen Anne's County and has her BA (History) from University of Maryland College Park and MA's from George Mason University (History) and New School/Parsons School of Design (History of American Decorative Arts and Design).